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**FACSIMILE TRANSMISSION**

September 17, 2004

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SEP 17 2004

TO (FIRM): United States Patent And Trademark Office, Group Art Unit: 3627  
ATTN: Examiner: Ronald Laneau

FAX NO.: 703-872-9306

TELEPHONE:

FROM: James G. McEwen

Re: U.S. Patent Application  
Serial No.: 09/764,220  
For: INTEGRATED MULTI-VENDOR INTERNET SHOPPING MALL MANAGEMENT  
SYSTEM INCLUDING A PLURALITY OF CYBER COMMERCIAL AGENCIES  
Inventor: Bum-hee LEE  
Our Docket: 1293.1161

NO. OF PAGES (Including this Cover Sheet) 10

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**COMMENTS:**

- Response and Request for Reconsideration

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I hereby certify that this correspondence is being transmitted via facsimile to: Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450

on 17 Sept, 2004

By: William E. Roush

Date: 17 Sept 04

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**Docket No. 1293.1161**

**RESPONSE AND REQUEST FOR RECONSIDERATION  
UNDER 37 C.F.R. §1.116  
\*\*\* EXPEDITED PROCEDURE \*\*\***

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**SEP 17 2004**

In re Patent Application of:

Bum-hee LEE

Group Art Unit: 3627

Serial No: 09/764,220

Examiner: Ronald Laneau

Confirmation No.: 7430

Filed: January 19, 2001

For: INTEGRATED MULTI-VENDOR INTERNET SHOPPING MALL MANAGEMENT  
SYSTEM INCLUDING A PLURALITY OF CYBER COMMERCIAL AGENCIES

MAIL STOP AF  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

This is responsive to the Final Office Action mailed June 22, 2004, having a shortened period for response set to expire on September 22, 2004.

The following remarks are respectfully submitted.

**REMARKS**

**INTRODUCTION:**

Claims 1-19 are pending and under consideration. Reconsideration is requested.

**REQUEST FOR WITHDRAWAL OF OFFICE ACTION:**

In general and as noted in at least MPEP 707.07(f), the Examiner is required to answer and address all traversals. This requirement is in addition to any repetition of a previously held position and is required to allow the applicant a chance to review the Examiner's position as to these arguments and to clarify the record for appeal. Additionally and as further noted in MPEP 707.07(f), a failure of the Examiner to address the applicant's traversals can be deemed a failure to rebut these arguments so as to admit that the arguments have overcome the rejection. At the